

A Study on the Impact of Knowledge Management Strategies on Firms Performance in UAE

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ABSTRACT

In the recent past, organizations and researchers have turned their attention to knowledge management (KM). Many disciplines have contributed to the growth and evolution of knowledge management. Consequently, KM has become a rich field of inquiry, and many disparate approaches and strategies have been suggested for managing knowledge. However, the effect of different KM strategies on firm performance is not known. This study examined the effect of different types of KM strategies on firm performance.

This study explored three different strategy types to manage knowledge and examined their effect on firm performance. The three types of KM strategies are: IT-centered KM strategy, capture-based KM strategy and learning-based KM strategy. Further, this study conceptualized two types of performance: short-term performance and long-term performance. The study linked the three KM strategies to short-term and long-term performance by integrating the insights from the literatures on Organizational Learning and Knowledge Management. It argued that IT-centered KM strategies in isolation yield neither short-term nor long-term performance benefits, capture-based KM strategies yield short-term performance and learning-based KM strategies yield long-term performance. These three strategies are complementary and yield better performance benefits when used simultaneously.

This thesis explains the research and its empirical testing in a sample of firms in UAE. The study used survey methods to understand knowledge management strategies and their effect on firm performance. The findings of this study suggest that learning-based KM strategies yield long-term performance whereas a combination of IT-centered and capture-based KM strategies yields short-term performance.